

Greater Palm Springs 2021	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC	TOTAL
Definite Room Nights	17,918	22,148	12,910	6,776	6,160	6,267	3,095	2,570	6,155	12,147	5,630	3,570	105,346
Pace Targets	14,240	11,623	12,749	7,264	6,749	3,849	3,266	1,243	5,278	7,657	6,827	2,487	83,232
Variance	3,678	10,525	161	(488)	(589)	2,418	(171)	1,327	877	4,490	(1,197)	1,083	22,114
Consumption Benchmark	27,853	23,628	27,822	16,363	15,717	9,375	8,342	3,294	14,704	22,356	20,901	8,047	198,402
Pace Percentage	126%	191%	101%	93%	91%	163%	95%	207%	117%	159%	82%	144%	127%
Total Demand Room Nights	41,029	45,791	33,089	39,450	19,179	11,578	30,168	7,995	26,488	37,909	16,581	3,570	312,827
Lost Room Nights	23,111	23,643	20,179	32,674	13,019	5,311	27,073	5,425	20,333	25,762	10,951	0	207,481
Conversion Percentage	44%	48%	39%	17%	32%	54%	10%	32%	23%	32%	34%	100%	34%
Tentative Room Nights	18,167	24,992	10,801	8,697	12,589	12,494	660	2,450	10,965	15,922	2,282	900	120,919

Greater Palm Springs 2021 Events	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC	TOTAL
Definite Events	14	16	6	6	5	5	3	2	5	6	4	2	74
Pace Targets	12	11	8	6	5	4	3	2	4	6	4	2	67
Variance	2	5	(2)	0	0	1	0	0	1	0	0	0	7
Consumption Benchmark	43	42	33	25	25	18	14	9	23	38	26	11	307
Pace Percentage	117%	145%	75%	100%	100%	125%	100%	100%	125%	100%	100%	100%	110%
Total Demand Events	28	31	21	28	12	11	13	6	15	19	11	2	197
Lost Events	14	15	15	22	7	6	10	4	10	13	7	0	123
Conversion Percentage	50%	52%	29%	21%	42%	45%	23%	33%	33%	32%	36%	100%	38%
Tentative Events	15	16	11	13	9	8	1	1	8	11	2	1	96

